

IMDB Film Release Trends

Background:

Internet Movie Database, or IMDB, stores industry and consumer review information on movies. It includes data on major production companies. We can relate the investment made in creating such media on its return through its consumption.

This report focuses on 2024's top 5 grossing movie production companies. Over the past 10 years, movies and shows have evolved to meet the demand of the global audience. The strategies and faces of the top production companies have shifted in response to the advent of home streaming and popular culture trends. This report sheds light on what production companies ask themselves: "Do we make gritty animation?", "Do we focus on big-screen action blockbusters?", or "Do we need more Reality TV?".

Link to the Report:

<https://app.powerbi.com/view?r=eyJrIjoizTlxZWlYmItYmJiZC00ZjFmLTg3MzAtYWU1NWRhNGUxMmEwliwidCI6IjRiMmE0YjE5LWQxMzUtNDIwZS04YmIyLWlY2QyMzg5OThjYyIsImMiOiJF9>

Technical Summary:

Dataset

This data is sourced from IMDB and was compiled by Kaggle user Raed Addala through the API and Python. The data consists of performance metrics such as ratings and gross profit on 30,000 movies from 1960 to 2024; the data also shows descriptive characteristics such as duration, genre, and MPA (Motion Picture Association) maturity ratings. Aside from standardizing and trimming the values, a majority of time spent wrangling the data was on consolidating categorical inputs and aggregating new columns for fact information.

Fields, like genre, contained a list of categorical values with little standardization, so the column had to be split and pivoted to create a dim table showing each subgenre listed on a movie. In short, 200 subgenres existed in the original file that were reduced to 30 main categories.

A field for ROI was added by aggregating the already existing budget and world gross fields. Also, a DAX formula had to be used to convert the movie durations from a date format to duration.

The key terms we used for our analyses are described below:

Performance Terms

ROI : aggregated revenue

Rating: audience rating

Dimension Terms

Genre: main genre of the movie or show

MPA: maturity rating

ProdCo: production company

Power BI Report

This Power BI report reveals the overall story and most apparent trends of theatre releases versus TV releases of movies with

graphics that highlight answers to many of the common questions about the film industry. Designed with simple navigation in mind, the report features slicers for Year, Genre, and MPA Rating, enabling the end user to easily filter and explore the findings. Divided into two pages, the report first considers the overall trends and then shifts to explore the impact of major events on the industry. The report contains:

Page 1

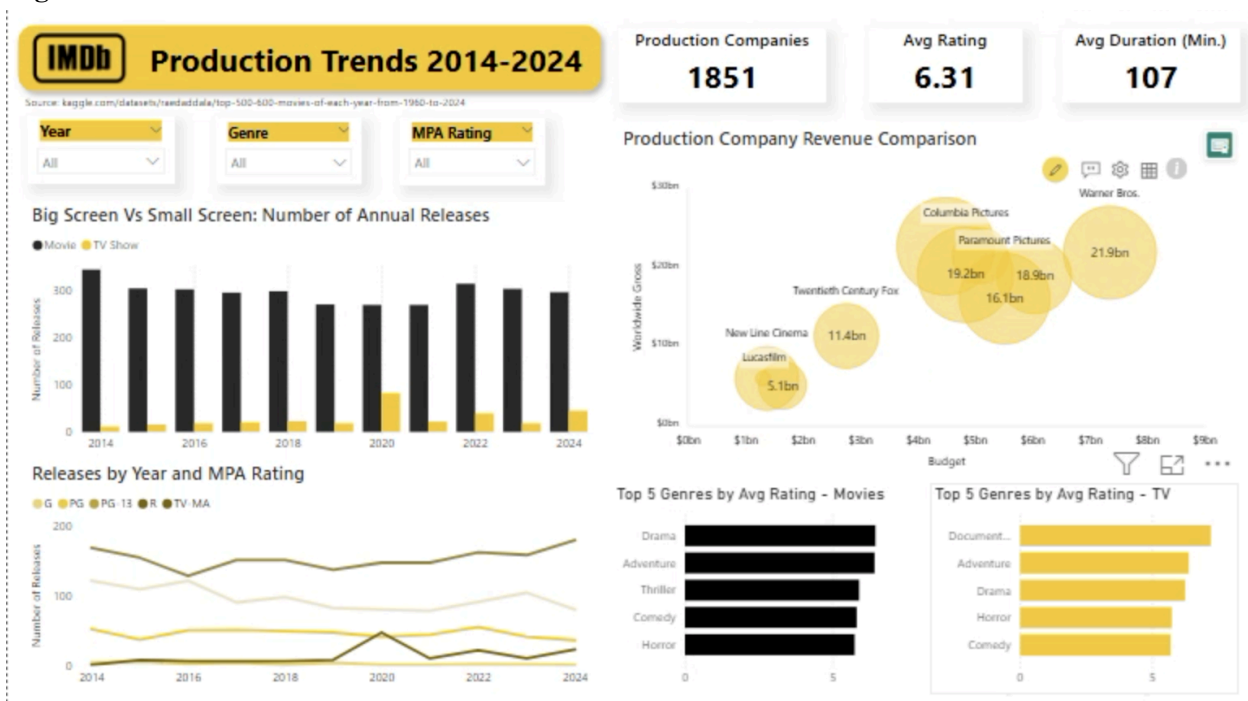
- Cards displaying the total number of production companies, average IMDB rating, and average duration
- Column chart showing the total number of annual Movie and TV releases
- Line chart revealing the number of Movie and TV releases with each MPA rating by year
- Bubble scatter plot grouping top 10 production companies by overall budget and gross income
- Bar charts displaying genres with 5 highest average ratings for movies

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- Cards displaying the average IMDB ratings
- Line charts revealing the overall revenue of shows by year
- Line charts showing the overall number of releases for between platforms by year
- Column chart revealing top 5 production companies with highest return on investment (ROI)

Using the Dashboard:

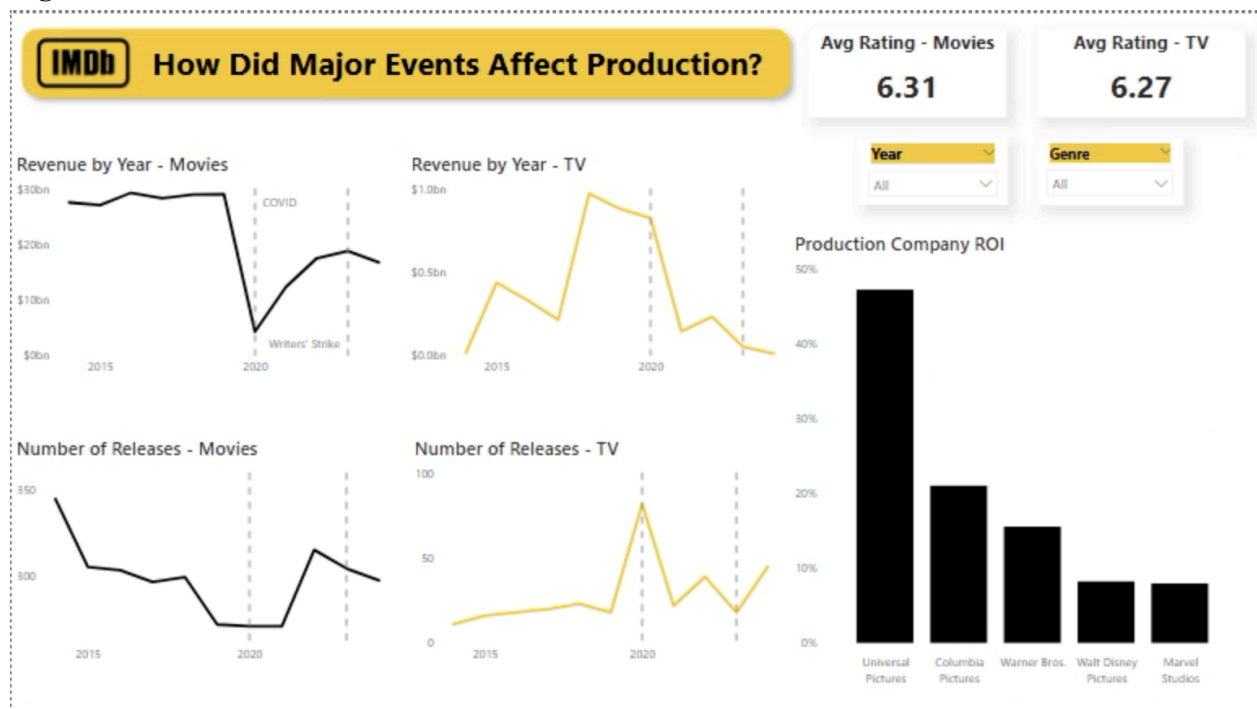
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- Big Screen Vs Small Screen: Number of Annual Releases
 - Possible Insights: How do movies air? Are they released in theatres or directly streamed?

- b. The bar chart compares total number of releases for movies and shows across different years.
2. Top-Grossing Production Companies
 - a. Possible Insights: Which production company generated the highest revenue?
 - b. Hovering on the bubble chart will give the details of budget, revenue generated, and the number of releases by the production company.
3. Genre Performance - Movies & TV
 - a. Possible Insights: Which genres have been the most successful in recent years?
 - b. The stacked bar chart highlights the revenue contribution of different genres.
 - c. Filtering by year will show how trends have changed over time.
4. Releases by Year and Ratings
 - a. Possible Insights: How many movies or shows of a certain rating are released in a year?
 - b. Hovering over the line chart will give the number of movies under each rating released for that year.

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1. Revenue by Year - Movies
 - a. Possible insights: How have major events like COVID affected movie revenue in the past decade?
 - b. Clicking a point on the line graph will show detailed revenue data for that year, including the number of releases and average ratings.
2. Revenue by Year - TV
 - a. Possible insights: How did major events impact revenue brought in by a specific TV release genre?

- b. Using the genre filter will display the revenue for TV releases in that category over the past 10 years. Utilize the trendlines to pinpoint specific events and observe their impact on the revenue for direct streaming.
- 3. Number of Releases - Movies
 - a. Possible insights: How did COVID affect the number of movies released in 2020?
 - b. Hovering over 2020 on the line graph will display the number of releases that year.
- 4. Number of Releases - TV
 - a. Possible insights: Why did the total number of direct to streaming releases decline in 2023?
 - b. Hovering over 2023 on the line graph will reveal that TV releases decline in 2023 due to the writers strike.
- 5. Production Company ROI
 - a. Possible insights: Which production company had the highest return on investment (ROI) in 2023?
 - b. Selecting 2023 from the year filter will allow you to see which company had the highest ROI for that year. Hovering over the bars will display the name of the production company and the ROI grand total percent sum.